

AMENDMENT A - MARKED-UP VERSION

regardless of the particular, [non-standard] custom, color selected.

While selection of an appropriate liquid coating base 24 may be largely sufficient for the selection of an appropriate primer which will be completely obscured by the finish coat, and may similarly be largely determinative of substantially transparent liquid coating product 36 such as varnish, as well as being determinative of adhesives such as mastic which are covered by another surface such as tile, the most important characteristic of the finish coat obtained with the application of a liquid coating product 36 for most people is generally considered to be the color which is endlessly variable and invariably obtained by the addition of varying quantities of different colorants 25. The ability of a consumer 10 to select from a large number of different colors and order liquid coating product 36 of a particular, [non-standard] custom, color directly from a supplier without having a local retailer open a container of standard color paint, add colorant 25, and thoroughly mix the resulting paint which the consumer 10 must then transport from the local retailer is considered fundamental to the benefits derived from a fulfillment of the principles relating to the instant invention.

Another aspect considered important to an average consumer [11] 10 is the appropriate quantity. A can of paint may specify a coverage range in square feet but this may be beyond the comprehension of the novice or less mathematically inclined consumer [11] 10. While area in square feet is simply the product of the two relevant linear dimensions for a rectangular area, and most walls are rectangular, the actual usage is also dependent upon other factors such as temperature, which affects the viscosity of liquid coating product 36 and hence [large] the thickness of the coat applied; and the quality of the surface to coated. A given area of concrete block wall, for example, will require far more liquid coating product 36 than a drywall surface of the same area. The method of application is also relevant. Application with a brush is inherently more efficient than with a roller which absorbs liquid coating product 36 which cannot effectively be retrieved and also requires a pan which retains unusable residue. If a consumer [11] 10 intends to paint an apartment with the help of friends on a weekend, for example, the number of people using rollers for the application of the same

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liquid coating product 36 will affect the quantity effectively required. In this case the consumer will likely be more concerned with having a sufficient quantity than in usage efficiency.

Alternatively, while the consumer [11] 10 may generally be assumed to desire ordering a sufficient volume of liquid coating product 36 for a given job, the volume left over is generally wasted and comprises an inconvenience in addition to needless expense. This is considered especially relevant if the liquid coating product 36 is of a particular, [non-standard] custom, color which was selected for a specific application and is considered useless for any other application in the foreseeable future. For all of these reasons it is considered a great benefit to the consumer [11] 10 to be able to accurately determine the volume of liquid coating product 36 appropriate to a given application and assistance in the same which preferably accounts for as many factors as feasible is hence considered beneficial for which reason an internet based web site 16 is considered the best means of both providing information about liquid coating product 36 and assisting in the selection of both a particular, [non-standard] custom, color and a suitable volume of the same for a given application.

As a final example of the advantages available through use of an internet based web site 16 as the means for ordering liquid coating product 36 directly from a supplier, as represented in FIG 1 and in contrast to a telephonic or facsimile transmission ordering as represented in FIGS 3 & 4, it is mentioned that the consumer 11 equipped with a video camera 19 operably connected to a personal computer 12 possessing a modem connection [12] 13 to a PBX may use the same to provide visual information to an internet based web site 16 including color images of the furnishings in a given room. Similarly, photographs of a room including furnishings are easily scanned and the digital representations easily provided by the consumer 10 through a personal computer 12 possessing a modem connection [12] 13. And solid modeling of a room with furnishings which may be colored are also easily provided as digital input. Appropriate software comprising the web site 16 in this case will receive digital input from the consumer [19] 10 and provide information to assist in product selection and may suggest one or more particular, [non-standard] custom, colors for the liquid coating product [26] 36 for ordering by the consumer [11] 10. With a suitable dimensional reference,

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developed it is considered impossible to guarantee imperviousness to undesired intrusion by the public into any computer 17 possessing an open modem connection 13 operably connected to the internet.

For this reason it is considered desirable to separate a computer 17 based customer order subsystem 20 from a computer 17 based production subsystem 21 despite the need for information transfer between the two. The production subsystem 21 ideally governs the production line 22 in order to achieve automation and flexibility in the same. Input data comprising appropriate customer order information 51 [is] are preferably utilized in two coordinated ways with regard to the production line 22. It is suggested that the order data be compiled and processed into parameters governing production in achievement of batching with respect to the use of liquid coating base 24 which is preferably disposed into empty containers 23, as depicted in **FIGS 2& 3** and implied in **FIGS 1 & 4**. Batching is also recommended for the addition of colorant 25 in achievement of particular, [non-standard] custom, colors and it is specifically suggested that customer order information 51 be transferred, in coordination with batching, onto each open container with colorant 35, in identification of the content therein preferably including the customer name, delivery address, delivery date, and [quantity] volume of each liquid coating product 36 and the number of containers 23 utilized in fulfillment of each order.

As shown in **FIGS 1 - 4** the containerized liquid coating product 36, preferably carrying a label 50 with the customer order information 51 detailed above clearly printed thereon and or a bar or other digital code 52 by which such information may be readily retrieved by a scanner 37, is transferred from the end of the production line 22 to shipping 27 from which it is then taken by suitable transport 30 to the location identified by the customer delivery address 40. Shipping [30] 27, represented simply as an area within the confines of the remote supplier 29, preferably comprises an area in which orders are assembled and packaged for delivery 'pick-up' by a commercial transport 30 service and wherein batching by order and delivery date is preferably observed. For this purpose and for effecting a change in status, both in receipt from the production line 22 and in shipment of the order, in the production subsystem 21 shipping 27 preferably possesses a computer [terminal]